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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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Markus Erfort

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EXAMINER

CERULLO, LILIANA P

ART UNIT

PAPER NUMBER

2629

NOTIFICATION DATE

DELIVERY MODE

11/04/2009

ELECTRONIC

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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<b>Office Action Summary</b>	<b>Application No.</b> 10/566,186	<b>Applicant(s)</b> ERFORT ET AL.	
	<b>Examiner</b> LILIANA CERULLO	<b>Art Unit</b> 2629	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 07 October 2009.
- 2a) ☐ This action is **FINAL**.                      2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 14-28 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 14-28 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)                     | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____  | 6) <input type="checkbox"/> Other: _____                          |

## DETAILED ACTION

### ***Continued Examination Under 37 CFR 1.114***

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 10/07/2009 has been entered. In the submission the Applicants amended claim 14; currently claims 14-28 are pending.

### ***Claim Rejections - 35 USC § 102***

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

3. **Claims 14-28** is rejected under 35 U.S.C. 102(b) as being anticipated by Amo et al. in US 2002/0007987 (hereinafter Amo).

4. Regarding **claim 14**, Amo teaches a method for the visualization of digital display elements (para. 2, advertisement or information), on a plurality of display devices (Fig. 2, elements 210 that include display screens 310 of Fig. 3), wherein the visualization of display elements (para. 2 and Fig. 6, advertisement or information) on a first display

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device (Fig. 6 and para. 25, which correspond to element 310 of Fig. 3. Please note that a first display device can be a display screen located in a specific elevator, e.g. elevator 1 of Fig. 2) and the visualization of display elements (para. 2 and Fig. 6, advertisement or information) on at least one additional display device (Fig. 2, which has numerous elements 210, and Fig. 3 where each element 210 includes a display screen 310. Please note that a second display device can be a display screen located in a different specific building, e.g. elevator 2 of Fig. 2) takes place in a chronologically (para. 37 lines 1-6, broadcast schedule. Para. 33 where the schedule is stored in the building server 220) and spatially coordinated manner (para. 31 lines 20-23 where each floor may have specific information, and consequently the display screen of each elevator cab is spatially coordinated with the location of the floor), wherein said at least one additional display device (Fig. 3, element 310 in elevator 2 of Fig. 2) is visually coordinated (para. 31, where all buildings receive common information, thus teaching the displays to be visually coordinated because all show common information) with said first display device (Fig. 3, element 310 in elevator 1 of Fig. 2), characterized in that:

providing a plurality of display computer devices (Fig. 3, element 312), and a control computer device (Fig. 2, building server 120 per para. 29) connected to said display computer devices (as shown in Fig. 2 by connection between 120 and 210) wherein each display computer device (Fig. 3, element 312) is associated with a minimum of one display device (Fig. 3, element 310), and the display devices (Fig. 3, elements 310) are arranged in a freely configurable order with respect to location (para. 31, where the system is capable of displaying building specific or floor specific

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information. And an elevator cab serves multi-storied buildings per para. 3.

Consequently, the displays of each elevator cab are arranged in a freely configurable order with respect to the location of a floor, because they visit multiple floors of a building);

transmitting a minimum of one display element (para. 2 and Fig. 6, advertisement or information) in a file format (para. 39, e.g. static images or video require a file format) and a minimum of one control information (broadcast schedule of para. 37 lines 1-3) to the control computer device (Fig. 2, building server 120) in a sequence plan (broadcast schedule of para. 37 lines 1-3 as explained in para. 33);

said control information (broadcast schedule of para. 37 lines 1-3 and para. 33) specifying the point in time (para. 37 lines 1-6) and the location of the display (elevator cab and floor number are required achieve the floor information of para. 31 lines 20-23) of the display elements (para. 2 and Fig. 6, advertisement or information) on a display device (Fig. 3 element 310 and para. 33);

said control computer device (Fig. 2, building server 120) analyzing said sequence plan (broadcast schedule of para. 37 lines 1-3 and para. 33) and generating a minimum of one control command (broadcast schedule and information to be displayed in a specific elevator cab per para. 37 lines 1-3 and floor per para. 31 lines 20-24) from the control information (broadcast schedule of para. 37 lines 1-3 and para. 33. Please note that per para. 31 the content may include floor specific information);

said control computer device (Fig. 2, building server 120) transmitting the display element to the display computer device (see flow of Fig. 2 from 120 to 212 and in Fig. 3, element 312 which is the display computer device CPU);

transforming the display elements (para. 2 and Fig. 6, advertisement or information) from the file containing the display element (para. 39, e.g. static images or video require a file format), which display elements are available in digital form (as required to use Ethernet card of para. 32), as a result of the control command (broadcast schedule and information to be displayed in a specific cab per para. 37 lines 1-3 and floor per para. 31 lines 20-24) by the display computer device (Fig. 3, element 312) into signals in a graphic card and format (Display in and LCD 310 per para. 32 requires signals processed by a graphic card and format) in order to, display the display element (para. 2 and Fig. 6, advertisement or information) on the display device (Fig. 3, element 310) and to transmit it to the associated display device (para. 32);

said control command (broadcast schedule and information to be displayed in a specific cab per para. 37 lines 1-3 and floor per para. 31 lines 20-24) specifying the point in time (para. 37 lines 1-6) at which the display computer device (Fig. 3, element 312) transmits a signal (required as shown in Fig. 3 by arrow between 312 and 310) and the display device (Fig. 3, element 310) to which the signal is to be transmitted (this is required to achieve floor specific information per para. 31 lines 20-24, and to achieve simpler transmission directly from server 220); and

said display computer device (Fig. 3, element 312) serving exclusively to generate image from the digital display elements (as required for para. 33, where the

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server sends information in real time, thus the computer device only converts the information for display in the LCD 310 of para. 32).

5. Regarding **claim 15**, Amo teaches said sequence plan to be a play list (a broadcast schedule is inherently a play list per para. 37) and in that a plurality of display elements (information and advertisement of para. 37) and control information (times for play of para. 37) are compiled in said play list and that said play list is transmitted to the control computer device (para. 37).

6. Regarding **claim 16**, Amo teaches said playlist is analyzed by the control computer device (para. 37), with control commands being generated for the display of the display elements compiled in said play list (para. 36-37 where the computer processes the information and schedule and forwards to the display screen).

7. Regarding **claim 17**, Amo teaches the display computer device and control computer device integrated into a network (Fig. 2 and para. 30).

8. Regarding **claim 18**, Amo teaches the same display elements are transmitted to a minimum of two display computer devices (Fig. 2 and para. 31, common information).

9. Regarding **claim 19**, Amo teaches the control command to be transmitted close to the time of the desired display of the display elements to the display computer device

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(para. 33 where the building server transmits in real time to the displays. Para. 32 and Fig. 3, where the display may have a computer 312).

10. Regarding **claim 20**, Amo teaches a first control command (para. 35, command required to transmit info from servers to displays) causes a file containing a display element (information which can be static image or video per para. 39) to be loaded on the display computer device (mass storage 314 of Fig. 3 per para. 37 and Fig. 5) and that a second control command (schedule and information per para. 37 lines 1-3) causes the signal to be transmitted by the display computer device to the display device (Fig. 5 and para. 37) and causes the display elements (information which can be static image or video per para. 39) to be displayed on the display device (para. 37).

11. Regarding **claim 21**, Amo teaches said first control command (para. 35, command required to transmit info from servers to displays) and said second control command (schedule and information per para. 37 lines 1-3) transmitted so as to be staggered by a period of time (para. 35 teaches that the building server relies the information to the display. Para. 36 discloses that once the relevant info has been received it is processed by the display and then forwarded to the screen; thus teaching the second control command for display on the screen occurring only after processing of the information received by the server, consequently the first and second control command are staggered. Furthermore, para. 37 teaches the computer receiving a schedule, and displaying the information based on what the next information has to be



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displayed) causing the signal to be transmitted and the display element to be displayed on the display device after a predetermined period of time (schedule time of para. 37 for display of info in screen) has elapsed after the transmission of the second control command (as per schedule).

12. Regarding **claim 22**, Amo teaches said first control command (para. 35, command required to transmit info from servers to displays) and said second control command (schedule and information per para. 37 lines 1-3) transmitted simultaneously (para. 33 where the info and schedule is stored in the server and not in the computer, and is transmitted real time to the display) causing the signal to be transmitted and the display element (information or advertisement) to be displayed on the display device after a predetermined period of time has elapsed after the transmission of the second control command (as per schedule).

13. Regarding **claim 23**, Amo teaches a plurality of display computer devices (Fig. 2, elements 212 which correspond to 312 of Fig. 3) synchronized to a reference point in time (as required for synchronization of the city server with each building per para. 31 lines 12-27) and that the second control command (schedule and information per para. 37 lines 1-3) causes the signal to be transmitted at a predetermined time (per schedule).

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14. Regarding **claim 24**, Amo teaches the period of time between the beginning of the transmission of the control command (broadcast schedule and information to be displayed in a specific elevator cab per para. 37 lines 1-3 and floor per para. 31 lines 20-24) and the transmission of the signal (Display in and LCD 310 per para. 32 requires signals processed by a graphic card) is automatically determined (per schedule in para. 37).

15. Regarding **claim 25**, Amo teaches that during the display of the display element on the display device (Fig. 6 and para. 2), a control signal (check for updates of para. 38 and Fig. 7) is transmitted to the control computer device (para. 40 where the information is uploaded from the building server).

16. Regarding **claim 26**, Amo teaches that the point in time at which the display element is displayed on the display device (Fig. 6 and para. 2) is controlled by the control computer device (para. 40, where the information is fed real time according to Fig. 7 from the building server) as a function of the control signal (Fig. 7, schedule).

17. Regarding **claim 27**, Amo teaches a plurality of display computer devices (Fig. 2, elements 212) and a control computer device (Fig. 2, element 120) that is connected to the display computer devices (as shown) are provided and that each display computer device (Fig. 2, elements 212) is associated with a minimum of one display device (Fig. 3, element 310).

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18. Regarding **claim 28**, Amo teaches that during generation of a signal (Fig. 7-8 where the generation of a signal is the current advertisement playing), a control signal is transmitted to the control computer device (upload of revised schedule or advertisement in Fig. 7-8).

### ***Response to Arguments***

19. Applicant's arguments with respect to claim 14 have been considered but are moot in view of the new ground(s) of rejection.

The examiner suggest the use of more specific terminology in the claim language and to more distinctly claim the invention, in order to overcome the references of Amo et al. in US 2002/0007987, Takahashi in US 6,384,801 and DiFranza et al. in US 6,073,727.

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to LILIANA CERULLO whose telephone number is (571)270-5882. The examiner can normally be reached on Monday to Thursday 8AM-4PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Amr Awad can be reached on 571-272-7764. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/L. C./

Examiner, Art Unit 2629

/Amr Awad/

Supervisory Patent Examiner, Art Unit 2629